
American Logistics Association

NEEDS UPDATE



“A Modern Best Practice Trade Association”

Effective ★ *Legitimate* ★ *Progressive*

Maurice Branch
President, ALA

American Logistics Association

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ALA Mission

Our mission is to promote, protect and enhance the military resale and quality of life benefits on behalf of our members and the military community

A Modern Best Practice Trade Association



Association Vision

**A driving force to provide world class quality of life
to America's military and their families**



Association Values

- Professionalism*** In all Association interactions with members, colleagues, customers and the public.
- Responsibility*** To fiscal programming and execution and accountability for results. Insist on and exercise only the soundest business practices.
- Integrity*** In communications, representation and relationships. Loyalty to the Association and its members in all business dealings.
- Dedication*** To improve, adapt, inform and represent. Enthusiastic and informed representation!
- Expertise*** In responsible advocacy. Seek to be the single source of truth in business dealings and representation.



Association Values

PRIDE

The values of the Association, when applied to daily business dealings will set the foundation of a modern best practice trade association. This solid foundation, coupled with the compelling goal of improving quality of life, forges a powerful engine for continued growth and meaningful results.

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Goal 1 — *Effectively represent the value proposition of military resale and the MWR contribution to quality of life.*

The representation of the Association must be such that it is viewed as the authority on matters impacting the military resale and MWR programs. This requires close collaboration with Commanders and Directors to understand and properly articulate issues and positions to decision makers. Strategies to achieve this end require professionalism, trust and a trained and motivated Association staff.

Major requirements are:

- **Respect and confidence on the part of the Military Resale and MWR leadership**
 - **A high caliber staff and a properly resourced association**
 - **Positive membership and Board involvement**
 - **Ability to monitor and interpret legislation and regulations**
 - **Effective and legitimate lobbying personnel**

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Goal 2 — Provide forums and facilitate business opportunities that enhance the ability of the resale organization and Association members to achieve positive business outcomes.

The legitimacy of the Association rests with its ability to be viewed as a comprehensive marketplace representative with a balanced exposure to issues. A key role of the ALA is to promote cooperation within the marketplace between customers, suppliers and constituents while demonstrating the ability to customize the Association experience and solution.

Major requirements are:

- ***Effective use of technology to communicate with and inform members and customers***
- ***Provide training and education on best business practices to enhance business opportunities***
- ***Provide an enjoyable and mutually beneficial experience***

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Goal 3 — Promote a positive public image of the military marketplace and Association membership.

A critical responsibility of the Association is to serve as the focal point for all public and media inquiries. The role of the Association is, through its staff, to represent a positive image of the military marketplace to the media.

Major requirements are:

- ***Demonstrate sound fiscal policy and execution in association business practices***
- ***Link budget and performance to strategy***
- ***Effectively represent views of the Board and members***
- ***Benchmark industry best practices for association management***
- ***Promote a "best practice" web experience***

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The Role of the Association

The American Logistics Association (ALA) has a long history of being an effective and positive advocate for improved quality of life for the military and their families. The association provides key services to its members and business partners:

- Work proactively to enhance members' ability to sell, earn profit, be competitive***
- Represent the members' interests at all levels of the legislative and regulatory process***
- Provide information and advice to members***
- Provide world class public relations and communications***
- Provide market opportunities***
- Promote training and education***
- Promote innovation and technology to enhance business processes***
- Provide an enjoyable and mutually beneficial experience!***

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Members' Bill of Rights

ALA members have the right to:

- ***Honest, accurate and timely communications***
- ***An open forum for expressing their ideas***
- ***A professional staff committed to quality work***
- ***An Association faithful to those they represent***
- ***Pride in their Association***

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